

Best-in-Class Statistical Services for the Canadian Electrical Industry

Market data provides your company with the insight it needs to grow, lead and compete in today's market. Whether you're benchmarking company performance against overall industry metrics, monitoring industry trends year-over-year or analyzing emerging markets, Electro-Federation Canada's (EFC's) confidential statistical services offer timely, reliable access to market data to support your strategic planning needs.



Confidentiality

EFC maintains strong confidentiality within its statistical programs. Non-disclosure agreements are signed by all statistical department staff. All program participants are assigned an exclusive company code; these codes are restricted to authorized statistical personnel only. As an irrevocable policy, EFC's statistical personnel do not discuss or refer to any data or market share information.



Member Responsibility & Commitment

The Statistical team is committed to releasing industry results within two working days from receipt of the last input (all data submission dates are recorded and posted). Members are expected to report data in a timely and accurate manner to ensure the overall integrity and quality of the statistical information. A detailed Statistical Reporting Manual is available on the confidential

statistical website and is shared with all participants on an annual basis. This manual contains detailed reporting instructions and procedures to ensure that the data submitted to EFC is accurate and consistent. General definitions on orders, category descriptions, regional boundaries and much more, can be found in the manual. It is the responsibility of each member to ensure their confidential data is compiled and submitted based on the defined criteria.



New Member Onboarding

New members that join a statistical program are provided with a detailed orientation session to review program requirements. Current participants with new staff are also encouraged to meet with EFC statistical

personnel to ensure proper training for data submissions, website procedures, etc. To set up an orientation session, contact Anne Harrigan at aharrigan@electrofed.com **416-716-1897**.





Market Intelligence Platform

Depending on eligibility, members may be invited to participate in one or more of the statistical programs currently in operation at EFC. Participants are granted secured access (username and password) to EFC's confidential online portal, which houses all relevant statistical information for each program. This includes:

- + Access to your confidential market share reports in PDF or excel formats
- + Reporting manual detailing expectations and procedures
- + Power BI reporting options for further statistical analysis
- + Detailed monthly/quarterly/annual summations of product-specific industry data in excel format
- + Detailed statistical reporting manual, outlining product category descriptions, general reporting criteria and definitions
- + Where applicable, annual forecast summations and non-report market estimates

Statistical Programs

EFC's statistical services include a wide range of electrical product segments, as outlined in the chart below. Each program is customized and designed to meet the statistical goals of reporting member participants.*

Statistical Program	Product Scope	Frequency
Electric Heating	Baseboard heaters, fan driven wall heaters, ceiling heaters, construction heaters, cabinet heaters, etc.s.	Quarterly
Floor Heating	Cables, mats, under tiles and imbedded concrete cables, constant wattage / resistance series cables	Quarterly
Industrial Control	Standard products – including pushbuttons, switches, contactors, starters, sensors, etc., engineered products, relays, terminal blocks, motion controls, safety products, ethernet switches	Monthly
Lighting Section - Ballasts	Segments include the Distribution and OEM Channels. Categories include HID and fluorescent / compact fluorescent ballasts	Quarterly
Lighting Section - Emergency	Emergency lighting equipment, inverters, exit signs, running man exit signs, remote emergency lights, LED & other	Quarterly
Lighting Section - Fixtures	Segments include; Residential, Commercial & Institutional, Industrial Type & Outdoor Lighting Equipment. Data collected by Light source for LED, incandescent, HID, fluorescent & compact fluorescent, tracking over 60 product categories	Quarterly
Lighting Section - Lamps	Segments include Commercial & Institutional, Consumer and OEM. Data collected by light source for LED, incandescent, HID, halogen, fluorescent & compact fluorescent, tracking over 40 product categories	Quarterly
Lighting Section - LED Drivers	Constant voltage 12V & 24V, constant current by wattage	Quarterly
Lighting Section - Controls	Relay cabinets, power packs, dimming cabinets, wall dimmers occupancy sensors, photosensors, wall switch devices, etc.	Quarterly
Low Voltage Distribution Equipment	Safety switches, loadcentres, meter centres, ground fault interrupters, panelboards, switchboards, enclosed rotary type disconnects, surge protector devices.	Monthly
Medium Voltage Drives	Adjustable frequency medium voltage drives up to 15,000 HP	Quarterly
Motor & Generator	AC, three phase, squirrel cage induction motors sold as an integral part of motor driven apparatus. Includes all NEMA frame motors	Monthly
Technical Services	Power / distribution products – dollars for engineering studies, start up / commissioning, maintenance and life extension	Quarterly

* To qualify for participation, a company must meet current eligibility requirements, and where applicable, approval by the appropriate Business Section.

Statistical Programs Continued...

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Statistical Program	Product Scope	Frequency
Programmable Controllers	HMI hardware & software, nano, micro, small, large, safety controllers, industrial PCs, inputs/outputs	Monthly
Switchgear	Metalclad / metal enclosed switchgears, 5kV & over, power capacitors, power circuit breakers, weatherproof and indoor power breakers	Monthly
Transformers - Distribution	Liquid-filled distribution transformers up through 3,000 kVA. Includes single and three phase, padmount & polemount	Monthly
Transformers - Dry Type	Includes all single and three phase Dry Type Transformers, all kVA	Monthly
Transformers - Power	Liquid-filled Power Transformers 3,001 kVA and larger, single and three phase, with and without load tap changing	Quarterly
Variable Speed Drives	Standard AC drive controls, 600V max, all horse powers, including accessories	Monthly
Wire & Cable	Industrial products, building wire, utility cable, data cable, cord equipment / specialty	Quarterly
Electrical Distributor Sales	Total dollar shipments, by region, by direct and warehouse sales	Quarterly
Product Line & Vertical Market	Distributor sales by product line & vertical market	Annually
High Level Manufacture Sales	Total dollar shipments, by region, sold through the Electrical Distribution Channel	Quarterly

* To qualify for participation, a company must meet current eligibility requirements, and where applicable, approval by the appropriate Business Section.



Questions? Contact Anne Harrigan, Vice
President, Marketing Resource at:
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For full details on EFC's Statistical Services and other market insight programs, visit
electrofed.com/market-insights